The ethical audit is a self-assessment exercise of the commitment to good governance and ethical and professional standards in the media. It is available through the EJN or Journalism Trust Initiative app at www.jti-app.com.

The Media Outlet shall disclose a list of its sources of revenue, ranked from largest to smallest. These may include subscriptions, advertising, major donors and donations, subsidies, fees, sales, memberships, sponsorships, events, etc. Organisations obliged to publish or make public their financial information shall provide a reference to the source where the data is accessible. Where a media entity deems itself precluded from disclosure of information due to safety and security concerns as outlined in the Terms and Definitions section, these shall be explained.